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UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: JERDING ET AL. GRP. ART UNIT: 2614
APPL. NO.: 09/590,434 EXAMINER: BELIVEAU, SCOTT E.
FILED: JUNE 9, 2000 DOCKET NO.: A-6594
TITLE: VIDEO PROMOTIONAL AND ADVERTISING SYSTEMS FOR VIDEO
ON DEMAND SYSTEM

DECEMBER 17, 2003

ASSOCIATE POWER OF ATTORNEY

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

The undersigned Attorney of Record, in the subject pending patent application, hereby appoints Jeffrey R. Kuester, Registration No. 34,367, and Sami O. Malas, Registration No. 44,893, of Thomas, Kayden, Horstemeyer & Risley, LLP, with full power to inspect and prosecute said application and to transact any other business in the Patent and Trademark Office connected therewith.

Respectfully submitted,

Dated: 12/17/03
SEND CORRESPONDENCE TO:
Scientific-Atlanta, Inc.
Intellectual Property Dept. MS 4.3.510
5030 Sugarloaf Parkway
Lawrenceville GA 30044

By: Kenneth M. Massaroni
KENNETH M. MASSARONI
Attorney of Record
Reg. No.: 33,015
Phone: (770) 236-4717
Fax No.: (770) 236-4806

Docket No.: A-6594